RAINMAKERS BUSINESS SOLUTIONS
JACKIE RAINFORTH
HIGH PERFORMANCE SALES TRAINING

SALES MANAGEMENT TRAINING | RAINMAKERS GROUP

"EMPOWERING SALES LEADERS TO DRIVE PREDICTABLE PERFORMANCE"

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ABOUT RAINMAKERS BUSINESS SOLUTIONS

Founded by Jackie Rainforth – a global award-winning sales and leadership expert – Rainmakers Business Solutions specializes in sales training, leadership development, business growth consulting, and revenue performance improvement.

Based in Calgary, Alberta, Canada, Rainmakers partners with organizations to build high-performing sales teams and drive predictable, sustainable results.

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WHY SALES MANAGEMENT TRAINING MATTERS

Sales teams often fail due to lack of structure, inconsistent coaching, and undefined processes. Effective sales management training creates repeatable habits, higher accountability, and predictable performance – transforming managers into true leaders.

LACK OF STRUCTURE & DEFINED PROCESS

PREDICTABLE, CONSISTENT PERFORMANCE

REPEATABLE HABITS & ACCOUNTABILITY

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- LEADERSHIP DEVELOPMENT
- COACHING & PERFORMANCE IMPROVEMENT
- SALES PROCESS OPTIMIZATION
- MANAGER TOOLKITS & SCORECARDS

CORE FOCUS AREAS

Rainmakers equips sales managers with proven frameworks – including playbooks, checklists, and data-driven pipeline reviews – to build high-performing, accountable sales teams.

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SALES PROCESS FOUNDATION

Rainmakers Group builds a strong, repeatable sales process grounded in neuroscience and emotional intelligence – giving sales teams the tools and habits needed to drive consistent, predictable performance.

- SIMPLE, REPEATABLE STEP-BY-STEP SELLING SYSTEMS
- NEUROSCIENCE-DRIVEN TRAINING METHODS
- EMOTIONAL INTELLIGENCE & PSYCHOLOGY INTEGRATION
- INCREMENTAL ACCOUNTABILITY LEARNING

EXECUTIVE SALES MANAGEMENT TRAINING

Rainmakers Group helps sales professionals transition from individual contributors to high-impact sales managers. Our Executive Sales Management Training equips leaders with the tools, frameworks, and skills needed to drive consistent team performance and build a culture of accountability and growth.

Key Manager Skills Developed:

- **RUNNING EFFECTIVE ONE-ON-ONES**
- **LEADING WEEKLY SALES CADENCES**
- **IMPLEMENTING PERFORMANCE SCORECARDS**

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- ONSITE WORKSHOPS
- VIRTUAL TRAINING SESSIONS
- BLENDED COACHING & ROLE-PLAY
- INDUSTRY-SPECIFIC PROGRAMS

CUSTOMIZED TRAINING PROGRAMS

Tailored for sales managers, executives, business development leaders, and industry-specific teams in tech, manufacturing, construction, and SMBs. Every program is customized to your team's unique needs.

MEASURABLE OUTCOMES

Rainmakers' Sales Management Training delivers real, trackable results. Organizations report stronger performance, better-aligned teams, and sustained revenue growth following our customized programs.

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HIGHER CONVERSION RATES & IMPROVED FORECAST ACCURACY

BETTER COMMUNICATION & IMPROVED REVENUE PERFORMANCE

STRONGER COACHING CULTURE & SHORTER SALES CYCLES

SALES TRAINING PROGRAMS OFFERED

Rainmakers Group offers a suite of targeted training programs designed to elevate sales performance at every level – from frontline reps to senior executives. Each program is customized to your industry and team structure.

- **SALES EXCELLENCE LEVELS I–III**
- **SALES MANAGEMENT SYSTEMS**
- **EXECUTIVE SALES TRAINING**
- **BUSINESS DEVELOPMENT TRAINING**

READY TO ELEVATE YOUR SALES MANAGEMENT SKILLS?

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